

ABSTRACT OF THE DISCLOSURE

The present invention provides a liquid crystal display device which exhibits the high reliability and realizes the miniaturization thereof by eliminating a mechanical operating mechanism. At least a light guide plate which guides lights from a light source, a liquid crystal display panel, an optical medium which changes over transmission and reflection of lights, color filters and a reflector are sequentially arranged from a viewer side. The lights from the light source sequentially change over respective colors thereof which constitute three primary colors, pass through the liquid crystal display panel and, thereafter, are reflected toward the viewer side by the optical medium. The color filters are constituted of color filters of respective colors which are arranged to face at least three pixels formed on the liquid crystal display panel which are disposed close to each other and the respective colors constitute the three primary colors. The reflector reflects an ambient light which is made to pass through the light guide plate, the liquid crystal display panel, the optical medium and the color filters to the viewer side.